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Abstract of the Disclosure

A system and a method for providing subscribers/consumers with advertisements that are more directed to their lifestyles, 5 while insuring that their demographic, purchase, and product preference data is maintained private. Manufacturers and advertisers may use their advertising dollars more effectively across a multitude of media platforms including video and Internet domains, and eventually extending into the printed 10 media. Advertisers may send profiles for their advertisements to a secure correlation server (SCS) which allows the advertisement to be correlated to the subscriber profiles. No information regarding the subscriber is released, and subscribers who do not wish to participate in the service are not profiled. The 15 subscribers/consumers are described by consumer/subscriber characterization vectors that contain deterministic and probabilistic information regarding the consumer/subscriber, but do not contain privacy violating information such as the transaction records of purchases, video selections, or other raw 20 data. The subscriber profiles may be created by collecting information from a plurality of distributed databases. These distributed databases may be queried through the use of operators which in effect make measurements on certain "observables." By controlling the types of observables, certain parameters may be 25 measured (in a probabilistic or deterministic sense) while other parameters may remain unmeasurable in order to preserve privacy. The operators may include clustering operators as well as operators for correlating advertisement characterization vectors with consumer/subscriber characterizations.